



3-18-05

EV549569140

EFW  
3622

PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

|   |                        |                   |
|---|------------------------|-------------------|
| <b>TRANSMITTAL FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number     | 09/788,302        |
|   | Filing Date            | February 15, 2001 |
|   | First Named Inventor   | Sheldon et al.    |
|   | Art Unit               | 3622              |
|   | Examiner Name          | Daniel Lastra     |
| Total Number of Pages in This Submission  | Attorney Docket Number | TI11-001          |

| ENCLOSURES (Check all that apply)   |  |   |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br>- Return Receipt Postcard.<br>- Statement of the Substance of the Interview. |
| <b>Remarks</b><br>Customer No. 021567.  |  |   |
| <b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>   |  |   |
| Firm Name   | Wells St. John P.S.  |   |
| Signature   |  |   |
| Printed name  | Mark W. Hendricksen  |   |
| Date  | 3-16-05  | Reg. No. 32,356   |

| CERTIFICATE OF TRANSMISSION/MAILING   |                                  |      |
|---|----------------------------------|------|
| I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below: |                                  |      |
| Signature   | (documents sent by Express Mail) |      |
| Typed or printed name   |                                  | Date |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Serial No. .... 09/788,302  
 Filing Date ..... February 15, 2001  
 Inventor ..... Sheldon et al.  
 Assignee..... Timely Rewards, Inc.  
 Group Art Unit..... 3622  
 Examiner ..... Daniel Lastra  
 Attorney's Docket No. .... TI11-001  
 Customer No. .... 021567  
 Title: Integrated Frequency and Award Redemption Program for Installment  
 Based Receivables Behavior Modification and Customer Loyalty  
 Management

To: Commissioner for Patents  
 PO Box 1450  
 Alexandria, VA 22313-1450

From: Mark Hendricksen (Tel. 509-624-4276; Fax 509-838-3424)  
 Wells St. John P.S.  
 601 West First Avenue, Suite 1300  
 Spokane, WA 99201-3828

**STATEMENT OF THE SUBSTANCE OF THE INTERVIEW**

Responsive to the telephone interviews dated February 7, 2005, and  
 February 14, 2005, Applicant remarks as follows:

**REMARKS**

Telephone interviews were conducted between the undersigned and  
 Examiner Lastra on February 7<sup>th</sup> and 14<sup>th</sup>, according to the record of the  
 undersigned. It was the Examiner's initial stated position that he would  
 reject the application as claimed based on Shkedy and Early Payment, and  
 on further consideration, based on Storey.

The Examiner suggested that if the claims were more directed to the  
 more detailed method, it may overcome the art. Based on the interview and


the Applicant's understanding of the Examiner's position, the Applicant amended the claims to include additional limitations.

The Applicant submits that the claims as amended overcome the art and satisfy the Examiner's concerns, and place the application in a position for allowance.

Applicant therefore submits Claims 1-6 and 8 are in a position to proceed to allowance.

Respectfully submitted,

Dated: 3-14-05

By:   
Mark W. Hendricksen  
Reg. No. 32,356